


# Fund for Gender Equality

GENERAL PROGRAMME INFORMATION				
Programme Information				Egypt
<b>Programme Name</b>	"Salheya Initiative for Women's Economic Empowerment"			<b>Programme Type:</b> Implementation
<b>Lead Org</b>	Ministry of Manpower and Emigration			
<b>Co-lead Org</b>	Social Research Center- The American University in Cairo			
<b>Thematic Area(s)</b>	Economic Empowerment			
<b>Thematic Sub Area(s)</b>	Secure employment			
<b>Grant Amount</b>	\$2,400,000	<b>Grant Start Date</b>	December 1, 2010	
<b>Additional Gov't Funding</b>	\$440,000	<b>Grant End Date</b>	December 31, 2014	
<b>Total Budget</b>	\$2,840,000			

Partner Agencies	
<b>Government</b>	Ministry of Investment, National Council for Women (NCW) Civil Society: UN WOMEN, women's groups, labor unions, women's groups
<b>Civil Society</b>	

Programme Summary
In the context of the integrated strategy for the working woman launched by the Ministry of Manpower and Emigration; The Salheya initiative seeks to advance gender equity by enabling women to participate effectively in the economic sphere; supporting them to improve their economic security and rights as well as institutionalizing norms and values of gender equity in the workplace and accordingly the overall society.

DETAILED PROGRAMME INFORMATION				
Contribution to Law(s)				
Name of Law	Law Type	Year Implemented	Type of Contribution	Level of Contribution (High or Low)
Strategy for Employing and Empowering Egyptian Women	Strategy		Implementation	High

Target Population
This programme is expected to directly impact women in the Salheya area and its neighborhoods, including 670,000 young women graduates from middle and higher education; 55,000 unemployed women in the age group (15-30) and 79,000 working women in the formal/informal private sector.

General Programme Goal
Women in Egypt have increased economic and social security under the implementation of the nationally endorsed strategy of working women.

Expected Programme Outcomes
Outcome 1: With proactive support of the Ministry of Manpower, young women graduates between 18 – 29 years of age participate in the labor market by the end of the program.
Outcome 2: Egypt's institutional and legal framework increasingly supports women's economic empowerment and working women's rights.
Outcome 3: Public and Private firms and organizations in the New Salheya area increasingly ensure gender equity, in line with the

Gender Equity Seal (GES) Certification Process. (Target Companies within New Salheya area are 45 investment companies including Textiles, food processing and cosmetics).

Outcome 4: Institutionalization of the Gender Equity Seal in the Ministry of Investment is the gender auditing tool for private and public firms at the national level in Egypt.